



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit : 3625  
Examiner : James H. Zurita  
Serial No. : 09/736,471  
Filed : December 13, 2000  
Inventors : Glenn Rothman  
          : Avner Arazi  
Title : METHOD AND APPARATUS FOR  
      : THE DISTRIBUTION AND SALE OF  
      : A BRANDED PRODUCT

**Customer No.: 35811**

Docket No.: HFC-05-1794

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**POWER OF ATTORNEY**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Agratec, LLC, assignee of the above-identified application as evidenced by the Assignment document recorded in the United States Patent and Trademark Office records at Reel 11373/Frame 873, hereby revokes all prior powers of attorney and appoints:

T. Daniel Christenbury	Reg. No. 31,750
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as attorneys of record to prosecute the captioned patent application and to transact all business in the Patent and Trademark Office connected therewith. All further correspondence should be sent to:

**Customer No. 035811**, whose contact information is:

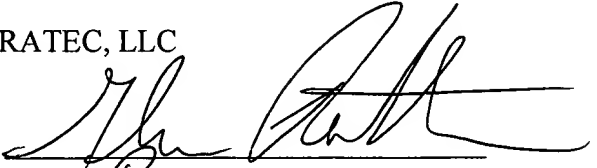
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Assignee has reviewed the relevant documentary evidence and certifies that, to the best of the Assignee's knowledge and belief, title is in Agratec, LLC.

Respectfully submitted,

AGRATEC, LLC

Date: 7/9/06

By: 

Title: PRINCIPAL